

Message Text

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PAGE 01 STATE 195595

70

ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-05 RSC-01 /017 R

66655

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COMM/BIC/OIM242/EHEISER

ARA/ECP: SFOUTS

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----- 052016

R 061628Z SEP 74

FM SECSTATE WASHDC

TO AMEMBASSY BUENOS AIRES

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E. O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: THE SINGER CO. BSP

1. SINGER NEW YORK CONTACTED THIS OFFICE CONCERNING
SUBJECT EVENT SCHEDULED ORIGINALLY BY THE USTC
FOR NOVEMBER 18-23RD. WE ADVISED SINGER THAT THE
USTC FACILITIES WILL NOT BE AVAILABLE DURING
NOVEMBER AND RECOMMENDED ADVANCING THE BSP TO
OCTOBER. THIS ALTERNATIVE NOT ACCEPTABLE TO
SINGER AS EQUIPMENT TO BE EXHIBITED NOT AVAILABLE
EARLIER. SINGER HAS PREPARED AND PRINTED SPECIAL
PRODUCT LITERATURE DESTINED FOR SUBJECT EVENT AND
REQUESTED ASSISTANCE IN SENDING SAME TO SINGER ARGENTINA.
THE POSSIBILITY OF AN OFF-SITE EXHIBITION DURING
NOVEMBER AT SINGER OWN SHOW ROOM IN BUENOS AIRES WAS
MENTIONED WITH SINGER NEW YORK EXPRESSING PREFERENCE
FOR IMPORTING EQUIPMENT TO BE EXHIBITED UNDER
NORMAL CHANNELS. SINGER ARGENTINA WILL BE ADVISED
TO CONTACT USTC FOR SHIPPING INSTRUCTIONS ON
SPECIAL PRODUCT LITERATURE TO TAKE ADVANTAGE OF THE
DIPLOMATIC FRANQUICIA. DECONTROL 9/4/75.

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